



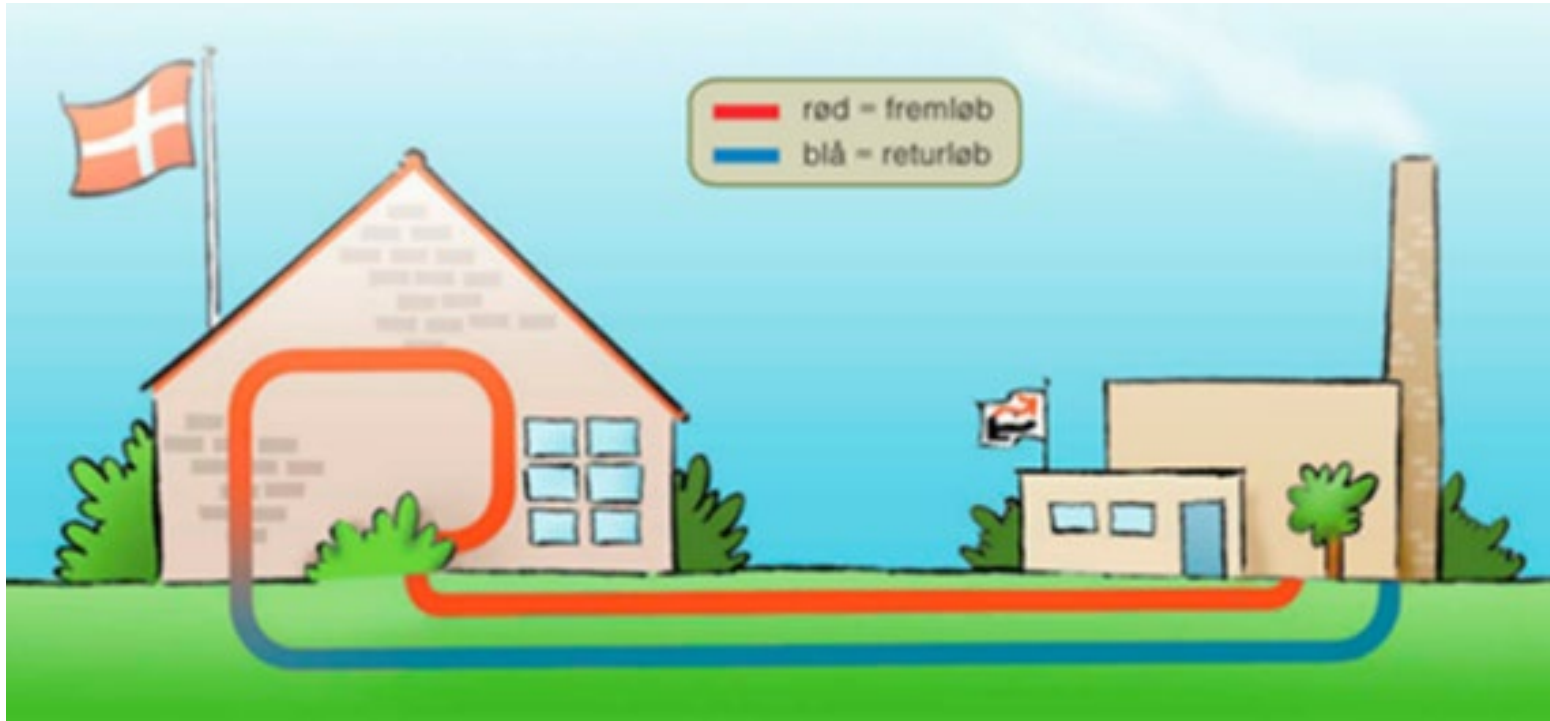
Domestic heating in DK (wood stoves regulation and behavior design)



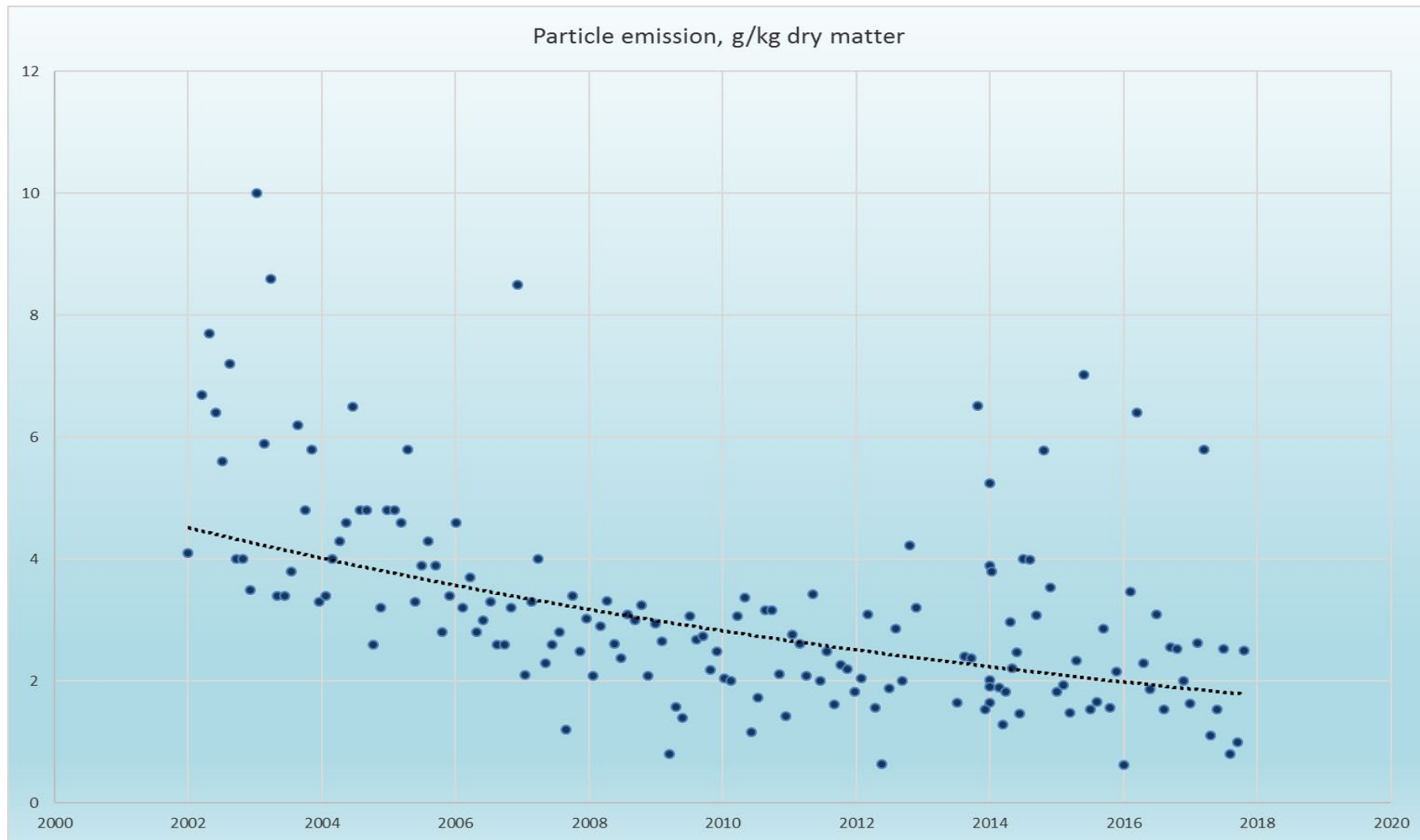
District heating covers 80% in Denmark – the most important "regulation"

Wood stoves are "second" choice for most wood stove owners (behavior design). It demands active action to use the wood stove.

CORRECT DEFAULT. When district heating and heat pumps + Insulation (passiv houses) = relative "low" wood consumption and low number of woodstoves.



Emission is much higher from old stoves than from new ones (from 2008 below 4 g/kg)



Scrapping schemes for replacing old wood stoves

Exploit peoples irrational decision making (EURO 300 is a relative low sum of money, but it works)

"I need to hurry to get "my" EURO 300 from the State". A small grant can be enough in economic support schemes



Information campaigns ("Quit smoking from your wood stove")

Focus is not on the information. It is on when people are open for change (open window for decision making).

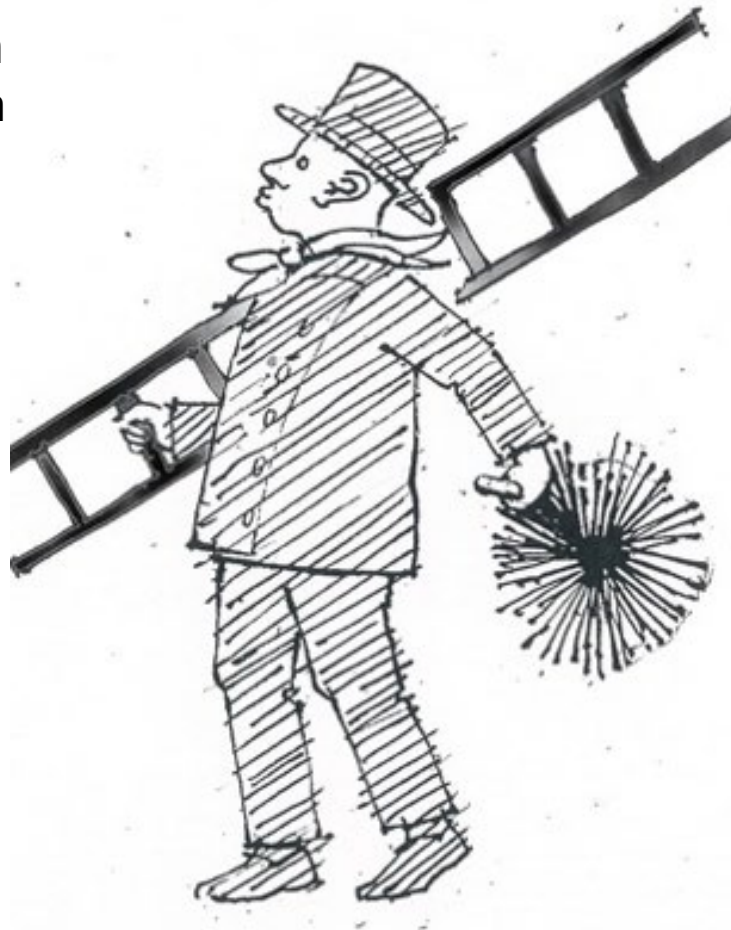
Information at the time (buying a new house, refitting, renovation).



Use agents, chimney sweeps

Use (exact) data on number and location of wood stoves.

Chimney sweeps as communication agents.



Ban on old (from before 2003) wood stoves upon transfer of ownership

The wood stove owner can replace or shut down the fireplace.

The change of ownership scheme: Surprising result? About 50 percent shut down! (higher effect than expected).

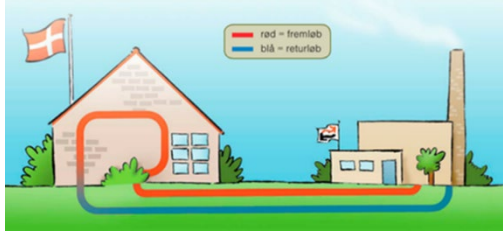


....additional option for municipalities in areas with district heating (stoves from before 2008).



Danish regulation on wood stoves

Correct default



Information at the right time



"90% do this"



Take advantage of peoples irrational decision making



Ban on old stoves
Correct default and timing



Use agents
(and their data)

